



## Icon project to be introduced in Legislature

On November 29, 2010, a well-seasoned Alberta traveler with a completed Alberta Community Icon Passport will make yet another trip, this time to the Alberta Legislature. Mario Boulanger, of Edmonton, was the first traveller to submit his completed Icon Passport.

Speaker Ken Kowalski, MLA for Barrhead-Morinville-Westlock says: “We as Members representing constituents across Alberta welcome Mr. Boulanger to the House. He has visited many of the communities we are proud to call home and look forward to having him as a visitor.”

The passport lists 24 communities across Alberta which have unique and interesting icons to showcase, from as far north as Peace River to as south as Pincher Creek. Boulanger went to every one of the 24 communities and received a stamp from each community. He was the first person to send in his passport, making him eligible to win prizes. Mr. Boulanger said he is excited to participate in the Icon Passport program again next year.

Cindy Ady, Minister of Tourism, Parks and Recreation says, ““It is wonderful to see these monumental sites showcased in a way that encourages travellers to learn more about our province. The passports are a fun way to promote Alberta communities while helping visitors create their own souvenirs of memorable road trips.”

The Alberta Icon Passport project is spearheaded by Woodlands County. The passport idea came from a brainstorming session about how the municipality could promote the World’s Largest Wagon Wheel and Pick Axe, which is located in Woodlands County. The brainstorming turned into a province-wide initiative that was kicked off in July, said Woodlands County Mayor Jim Rennie.

“While it took some perseverance to get so many players involved, the final product is first class, and showcases parts of Alberta that are often not in the limelight,” said Rennie, who will also be in the House on Nov. 29.

George VanderBurg, MLA for Whitecourt-Ste. Anne, sees the project as creating a new tourism opportunity for all Alberta communities — no matter what size they are.

“This is a great program that I know will create new destination travel within our Province,” said VanderBurg.

The Alberta Icon Passport was launched in partnership with Travel Alberta. The communities in the passport paid a fee to be featured in it. Plans are being started to produce a new passport for 2011. Several new communities with icons have expressed interest in being included in the passport.

Members of the media are invited to attend the Alberta Legislature Monday, Nov. 29, 2010. Members of the media must sign up with project manager, Brigette Jobin, Woodlands County at 1-888-870-6315. For more information about the project visit [www.albertaicons.com](http://www.albertaicons.com).

